

INTERNATIONAL SEARCH REPORT

International Application No

PCT/JP2004/019695

A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 H04N7/173

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, PAJ

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5 907 321 A (GROSSMAN ET AL) 25 May 1999 (1999-05-25)	1,2, 12-14
Y	column 3, line 30 - line 55 column 6, line 41 - line 43 column 7, line 8 - line 51 column 8, line 1 - line 3 figure 2	8,9
X	WO 01/58158 A (UNITED VIDEO PROPERTIES, INC) 9 August 2001 (2001-08-09)	1-4, 12-14
Y	page 4, line 20 - line 29 page 5, line 1 - line 4 page 6, line 18 - line 34 page 7, line 29 - page 8, line 32	5-10
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☒ Further documents are listed in the continuation of box C.☒ Patent family members are listed in annex.

* Special categories of cited documents :

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier document but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

"&" document member of the same patent family

Date of the actual completion of the international search

17 June 2005

Date of mailing of the international search report

20.07.2005

Name and mailing address of the ISA

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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	WO 02/087234 A (THOMSON LICENSING SA; SCHAEFER, RALF; CHAMPEL, MARY-LUC; ORHAND, ANITA) 31 October 2002 (2002-10-31) page 3, line 3 - line 22 page 8, line 16 - line 22 page 10, line 26 - page 13, line 12 page 15, line 30 - page 16, line 1	5-7, 10
A	CA 2 291 426 A1 (BARRETT, BRAD C; VASILAKOS, JOHN ANDREW) 26 May 2001 (2001-05-26) * 3. summary of the invention *	1-4, 12-14
Y	JP 2003 324711 A (MATSUSHITA ELECTRIC IND CO LTD) 14 November 2003 (2003-11-14) * see US2004/244037 *	8,9
Y	& PATENT ABSTRACTS OF JAPAN vol. 2003, no. 12, 5 December 2003 (2003-12-05) & JP 2003 324711 A (MATSUSHITA ELECTRIC IND CO LTD), 14 November 2003 (2003-11-14) abstract	8,9
Y	& US 2004/244037 A1 (YAMAGUCHI TAKAO ET AL) 2 December 2004 (2004-12-02) paragraph '0066! paragraph '0069! paragraph '0085! paragraph '0092! paragraph '0143!; figure 11 paragraph '0164! paragraphs '0166! - '0175!; figure 14	8,9
A	EP 1 278 380 A (MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD; DENTSU INC) 22 January 2003 (2003-01-22) paragraph '0020! paragraphs '0031!, '0032!, '0035! paragraphs '0042! - '0046!; figure 3 paragraph '0056!	11
A	US 2001/005446 A1 (UCHIKOGA HIROSHI) 28 June 2001 (2001-06-28) paragraphs '0091! - '0093!; figure 7 paragraphs '0106!, '0107!; figure 10 paragraphs '0110!, '0111!; figure 11	11
A	US 2002/092019 A1 (MARCUS DWIGHT) 11 July 2002 (2002-07-11) paragraph '0078! paragraphs '0452! - '0455!	11

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International application No.
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Box II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This International Search Report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:
2. ☐ Claims Nos.:
because they relate to parts of the International Application that do not comply with the prescribed requirements to such an extent that no meaningful International Search can be carried out, specifically:
3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

see additional sheet

1. ☒ As all required additional search fees were timely paid by the applicant, this International Search Report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this International Search Report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this International Search Report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest.
- ☒ No protest accompanied the payment of additional search fees.

This International Searching Authority found multiple (groups of) inventions in this international application, as follows:

1. claims: 1-7,10

reception device ensuring complete advertisement viewing

2. claims: 1,8,9

reception device displaying advertisement and synopsis of
content

3. claims: 1,11

reception device incentivizing complete program viewing

Information on patent family members

International Application No
PCT/JP2004/019695

Patent document cited in search report		Publication date	Patent family member(s)	Publication date
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